

Improved Teaching Notes for Impact Entrepreneurship Course

Course Title: Introduction to Impact Entrepreneurship

Program Philosophy

The evolving landscape of our economy increasingly recognizes the significance of hybrid organizations. These entities blend profit motives with social impact, necessitating a deep understanding of theoretical frameworks, practical case studies, and the application of relevant tools. By engaging in the design and analysis of a case study, participants will embark on a learning journey that not only enhances their comprehension of such models but also offers profound insights applicable to their future professional endeavors.

Uniqueness of the Course

What sets this course apart is its dynamic integration of theoretical knowledge and practical application. It equips students with tangible tools and strategies to create and implement impact ventures, fostering a bridge between academic concepts and real-world execution.

Educational Tools and Methodologies

Given the course's emphasis on practical outcomes, the following pedagogical approaches are recommended:

- **Learning by Examples:** Utilizing case studies and demonstrations to illustrate key concepts.
- **Learning by Doing:** Encouraging hands-on practice to solidify understanding and application of the material.

These methodologies are designed to activate students' abilities to translate theoretical knowledge into actionable strategies, thereby enhancing both individual and collective learning processes and cultivating critical analytical skills.

Course Materials and Inspirations

The development of this course was inspired by notable sources including the "Faíscas simulation" (Faíscas Case Study: A Social Entrepreneurship Simulation at the Bottom of the Pyramid - INSEAD & Nova SBE). This simulation exemplifies the shift from product-centric

to systems-thinking approaches, which is crucial for addressing societal challenges sustainably.

Assessment Strategies

Assessment will be multifaceted, with a focus on critical thinking, independence, and problem-solving abilities. Students will work in teams to devise innovative solutions to societal challenges, culminating in a 3-minute pitch to a panel of investors. This process will evaluate the students' ability to:

- Conceptualize and articulate their ideas clearly.
- Demonstrate teamwork and collaborative problem-solving skills.

Suggested Assessment Criteria

To ensure a comprehensive evaluation, the following criteria are proposed:

- **Clarity of the Social/Environmental Problem:** Identification and analysis using a problem tree approach.
- **Value Proposition:** The solution's feasibility, practicality, and alignment with common sense.
- **User Journey:** Mapping the end-to-end experience of the solution's beneficiaries.
- **Business Model Description:** A clear articulation of the venture's operational framework.
- **Impact Model Description:** Detailed explanation of the venture's intended social or environmental impact.
- **End Game Strategy:** Long-term vision and sustainability of the impact venture.
- **Presentation Structure & Guidelines:** Overall coherence, organization, and adherence to the pitch guidelines.

This refined approach aims to provide students with a robust framework for understanding and applying impact entrepreneurship principles, preparing them for meaningful contributions to society through their future ventures.